## Message Text

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**ACTION EB-11** 

INFO OCT-01 EUR-25 ISO-00 CIAE-00 INR-10 NSAE-00 PA-04

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E.O. 11652: N/A TAGS: ETRD, BEXP

SUBJECT: US PARTICIPATION IN FARNBOROUGH INTERNATIONAL

'74

REF: LONDON A-1177, SEPTEMBER 21

- 1. I WAS VERY PLEASED TO HEAR THAT FAA ADMINISTRATOR BUTTERFIELD ANNOUNCED, AT THE PRESIDENT'S DINNER FOR THE SOCIETY OF EXPERIMENTAL TEST PILOTS, THAT THE FAA WILL MOUNT A MAJOR EXHIBIT AT THE FARNBOROUGH AIR SHOW IN 1974. NEXT SEPTEMBER FARNBOROUGH, ONE OF THE OLDEST AND BEST-KNOWN AIR SHOWS, WILL FOR THE FIRST TIME BE OPEN TO PARTICIPATION BY THE AEROSPACE INDUSTRIES AND ORGANIZATIONS OF ALL COUNTRIES. WE HAVE RECOMMENDED (REF AIRGRAM) A DEPARTMENT OF COMMERCE TYPE II EXHIBITION AT FARNBOROUGH WHICH WOULD HOUSE ALL MAJOR US EXHIBITS. WE HAVE NOT YET RECEIVED A REPLY TO THIS AIRGRAM.
- 2. I BELIEVE IT IS OF PRIMARY IMPORTANCE THAT THE US MOUNT A MAJOR EFFORT AT FARNBOROUGH IN THE FIRST YEAR LIMITED OFFICIAL USE

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THAT THE SHOW GOES INTERNATIONAL. CONVERSELY, I BELIEVE

A WEAK US PRESENCE AT FARNBOROUGH '74 WOULD BE INTERPRETED IN THE UK AS AN INDICATION OF US OPPOSITION TO BRITISH AEROSPACE EFFORTS AND WOULD TEND TO MAKE THE UK MORE SUSCEPTIBLE TO A TYPE OF EXCLUSIVE COOPERATION WITH ITS EUROPEAN COMMUNITY PARTNERS WHICH WOULD BE TO THE LONG-RUN DETRIMENT OF OUR INTERESTS.

- 3. IF THE US GOVERNMENT IS TO MAKE A MAXIMUM IMPACT IN ITS PARTICIPATION, ITS EFFORTS MUST BE COORDINATED. THEREFORE, I AM ESTABLISHING A COORDINATING COMMITTEE IN THE EMBASSY IN LONDON, CHAIRED BY THE MINISTER FOR ECONOMIC AND COMMERCIAL AFFAIRS, TO HANDLE THE DETAILS OF US PARTICIPATION AT THIS END. I BELIEVE AN INTER-DEPARTMENTAL COMMITTEE IN WASHINGTON ALONG THE LINES OF THAT ESTABLISHED FOR THE PARIS AIR SHOW AT LE BOURGET MIGHT ASSURE EFFECTIVE COORDINATION AT THAT END.
- 4. I TOOK THE OCCASION OF THE VISIT OF AIR FORCE SECRETARY JOHN L. MCLUCAS TO OUTLINE MY VIEWS ON US PARTICIPATION AT FARNBOROUGH IN 1974 AND MY BELIEF THAT SUCH PARTICIPATION WOULD SUBSTANTIALLY ADVANCE OUR NEAR AND LONG TERM COMMERCIAL INTEREST IN THE UK, AND IN THE INTERNATIONAL AEROSPACE MARKET WHICH WILL BE WELL REPRESENTED. IN ADDITION TO ADVANCING THE INTERESTS OF CIVILIAN AIRCRAFT AND COMPONENTS MANUFACTURERS, THE POSSIBILITIES FOR INCREASED MILITARY SALES COULD BE SIGNIFICANT.

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